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Message Text

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PAGE 01 STATE 067963
ORIGIN CU-06

INFO OCT-01 EUR-12 ISO-00 SIG-03 USIA-15 EB-08 CIAE-00
INR-10 NSAE-00 COME-00 /055 R

DRAFTED BY CU/PC: JQBLODGETT:EAL
APPROVED BY CU/PC: JQBLODGETT
CU:MMARCY
CU/WE:RRICHARDS (DRAFT)
CU/EX:JMERESMAN (DRAFT)
----------016468 170618Z /14
R 162010Z MAR 78
FM SECSTATE WASHDC
TO AMEMBASSY ATHENS
AMCONSUL BARCELONA
AMEMBASSY BONN
AMEMBASSY BRUSSELS
AMEMBASSY LISBON
AMEMBASSY LONDON
AMCONSUL MILAN
AMEMBASSY PARIS
AMEMBASSY ROME
AMEMBASSY THE HAGUE
INFO AMEMBASSY BRUSSELS USEEC
AMEMBASSY MADRID
AMCONSUL THESSALONIKI

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E.O. 11652: N/A

TAGS: SCUL, EGEN, OTRA

SUBJECT: INTERNATIONAL CORPORATE CITIZENSHIP PROGRAM

1. JOHN Q. BLODGETT, WHO HAS BEEN DESIGNATED TO HEAD
PRIVATE SECTOR PROGRAMS, INTERNATIONAL COMMUNICATION
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AGENCY (ICA) WILL VISIT ACTION POSTS IN MID-APRIL TO
EXCHANGE INFORMATION AND VIEWS WITH POST OFFICERS AND
LOCAL AMCHAM OFFICIALS ON CURRENT STATUS AND FUTURE PLANS
FOR DEPARTMENT'S PROGRAM IN THE FIELD OF INTERNATIONAL
CORPORATE CITIZENSHIP. BLODGETT WILL ALSO BE PREPARED TO
BRIEF INTERESTED POST OFFICERS ON THE INTERNATIONAL
COMMUNICATION AGENCY, WHICH WILL COME INTO BEING ON APRIL 1.

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2. BACKGROUND ON THE CORPORATE CITIZENSHIP PROGRAM IS CONTAINED IN STATE A-2902, APRIL 25, 1975. THE PURPOSE OF THIS PROGRAM, WHICH IS NOW NEARING COMPLETION, IS TO RAISE THE LEVEL OF AWARENESS AMONG MNC DECISION-MAKERS, BOTH IN THE U.S. AND ABROAD, OF THE IMPORTANCE OF TAKING INTO ACCOUNT THE HOST COUNTRY POLITICAL, SOCIAL AND CULTURAL ENVIRONMENT IN THE DEVELOPMENT OF CORPORATE STRATEGY AND IN THE CONDUCT OF ACTIVITIES IN THE HOST COUNTRY. RE-SEARCH CONTRACTED UNDER THE PROGRAM WITH SUCH ORGANIZATIONS AS THE CONFERENCE BOARD AND SRI-INTERNATIONAL HAS GENER-ATED OR LAUNCHED STUDIES ON MNC AND HOST COUNTRY

PERCEPTIONS OF MNC INTERNATIONAL SOCIAL RESPONSIBILITIES, ON ALTERNATIVE CORPORATE TECHNIQUES FOR CONDUCTING ASSESS-MENTS OF THE HOST COUNTRY NON-BUSINESS ENVIRONMENT AND ALTERNATIVE FORMS OF CORPORATE ORGANIZATION TO PLAN AND CONDUCT NON-BUSINESS PROGRAMS OVERSEAS, AND ON THE OPTIMUM ROLE OF THE U.S. GOVERNMENT IN CONTRIBUTING TO THE ENVIRONMENTAL ASSESSMENT PROCESS. THE DEPARTMENT AND ITS CONTRACTORS HAVE NOW CONCLUDED THAT ENOUGH DATA ARE IN HAND TO JUSTIFY INITIATION OF A COORDINATED SERIES OF MEETINGS WITH TOP AMERICAN MNC EXECUTIVES, BOTH IN THE U.S. AND IN SELECTED OVERSEAS CAPITALS.

3. THE PRIMARY PURPOSE OF BLODGETT'S TRIP WILL BE TO
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REVIEW EXISTING POST/AMCHAM PROGRAMS, IF ANY, IN THE CORPORATE CITIZENSHIP FIELD, GAIN INSIGHTS INTO HOST COUNTRY AND AMERICAN BUSINESS ATTITUDES WHICH MAY INHIBIT SUCH PROGRAMS, AND EXPLORE WITH POST AND AMCHAM OFFICIALS THE DESIRABILITY AND FEASIBILITY OF CONDUCTING MEETINGS LATER THIS YEAR AT ACTION ADDRESSEE LOCATIONS ALONG THE LINES MENTIONED IN THE PRECEDING PARAGRAPH. THIS TRIP HAS ALREADY BEEN THE SUBJECT OF DISCUSSIONS AND/OR CORRESPONDENCE WITH EUROMED PRESIDENT SINGLETON AND DAN PILIERO AND HY BURDICK OF THE AMCHAMS IN THE NETHERLANDS AND ITALY RESPECTIVELY, ALL OF WHOM HAVE INDICATED THEIR SUPPORT.

4. BLODGETT'S ITINERARY WILL BE AS FOLLOWS: ARRIVE LONDON 0930 APRIL 8 (PA 106); ARRIVE AMSTERDAM 2020 APRIL 10 (BA 428); ARRIVE BRUSSELS APRIL 11 (OPEN RAIL); ARRIVE BONN (COLOGNE AIRPORT) 1805 APRIL 12 (SABENA 757); ARRIVE MILAN 1110 APRIL 14 (ALITALIA 467); ARRIVE ATHENS APRIL 16 (OPEN FLIGHT); ARRIVE ROME 0750 APRIL 18 (TWA 901); ARRIVE BARCELONA 2225 APRIL 18 (ALITALIA 356); ARRIVE LISBON 1310 APRIL 20 (TWA 901); ARRIVE PARIS (DEGAULLE) 1415 APRIL 22 (AVIANCA 010); DEPART PARIS

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APRIL 25 FOR RETURN TO U.S.

5. AT ALL STOPS BLODGETT WOULD LIKE TO MEET WITH SENIOR E/C AND USIS OFFICERS, AS WELL AS AMCHAM PRESIDENTS AND GENERAL MANAGERS. IN BRUSSELS BLODGETT WISHES TO ATTEND MORNING MEETING APRIL 12 OF BRUSSELS SEMINAR OF PUBLIC AFFAIRS COUNCIL (WHICH AMBASSADOR HINTON IS SCHEDULED TO ADDRESS).

6. REQUEST REASONABLE SINGLES WITH BATH AT ALL LOCATIONS EXCEPT BRUSSELS, THE HAGUE AND PARIS, WHERE BLODGETT WILL MAKE HIS OWN ARRANGEMENTS. REQUEST REPLIES GIVE HOME PHONE NUMBERS OF OFFICERS MAKING APPOINTMENTS. VANCE

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Message Attributes

Automatic Decaptioning: X
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Control Number: n/a
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Draft Date: 16 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Handling Restrictions: n/a
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Legacy Key: link1978/newtext/t19780358/aaaabxis.tel
Line Count: 128
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 0cd6a1c5-c288-dd11-92da-001cc4696bcc
Office: ORIGIN CU
Original Classification: UNCLASSIFIED
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Previous Classification: n/a
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Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 02 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3301365
Secure: OPEN
Status: NATIVE
Subject: INTERNATIONAL CORPORATE CITIZENSHIP PROGRAM
TAGS: SCUL, EGEN, OTRA, (BLODGETT, JOHN Q)
To: ATHENS BARCELONA MULTIPLE
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/0cd6a1c5-c288-dd11-92da-001cc4696bcc
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